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INTERNATIONAL DEMOGRAPHICS

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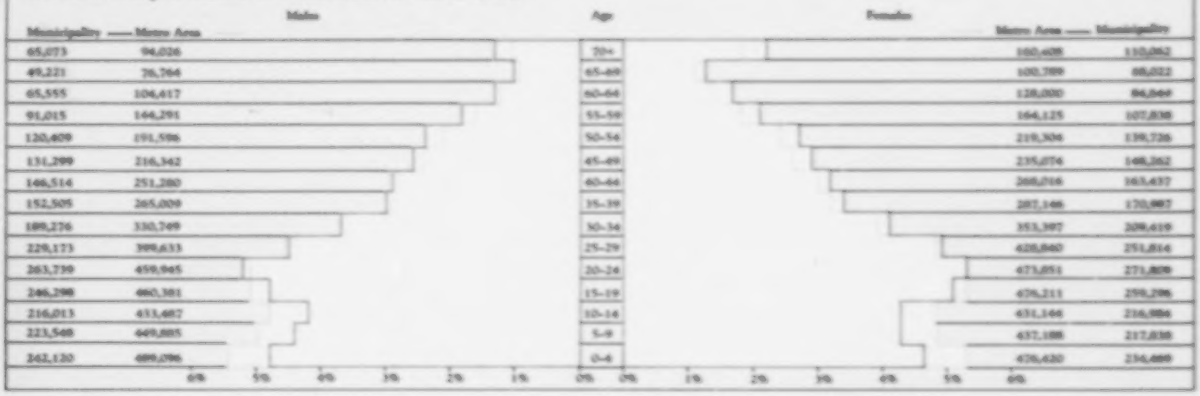
POPULATION OF THE MUNICIPALITY AND THE METROPOLITAN AREA OF RIO DE JANEIRO BY AGE AND SEX: 1980



PROFILE

METROPOLITAN AREA OF RIO DE JANEIRO

"A Cidade Maravilhosa" — the Marvelous City — is what they call her in Brazil. Even in Brazil, as in the rest of the world, Rio has an image of sensual magic and exuberance that few other cities evoke: the carnival, the samba schools, the beaches of Copacabana, Ipanema, and Leblon, beautiful women, and spectacular scenery. It is all part of the glamorous reputation immortalized in movies such as "Black Orpheus."

Yet, beyond the luxury and effervescence of the "Zona Sul" — the Southern District — which dominates the media image of Rio, it is a city with many other faces. It is an industrial city, second in Brazil only to Sao Paulo. It is the largest port after Santos. Rio de Janeiro is also a violent city that has been called the slum capital of Latin America, and a city with immense problems of transportation and infrastructure that is slowly losing its political clout to Brasilia and its cultural and economic leadership to Sao Paulo.

GEOGRAPHIC AND ADMINISTRATIVE DIVISIONS

Most of Rio's 2,497-square-mile metro area occupies a low plain with an altitude of less than 100 feet. However, near the coast in the middle of the municipality of Rio de Janeiro, the scenery is dominated by ice-cream-scoop-shaped peaks. Some, known in English as Sugar Loaf and Hunchback, are tourist attractions. Because of its mountainous terrain, the city consists of patches of urbanized areas, some of which are connected by tunnels. The largest is the Rebouças tunnel that cuts through the Serra da Tijuca, between the "Zona Sul" and the Center.

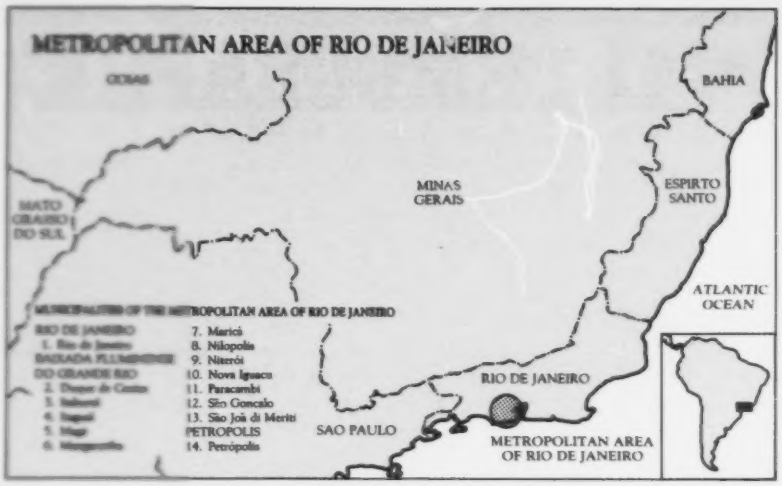
The inaccessibility of the municipality's central portion is one of the reasons Rio's population density is about 25 percent less than Sao Paulo's. Further north, the landscape evens out, giving way to the plains of the so-called "Baixada Fluminense do Grande Rio" around the Guanabara Bay. The only exception is Petropolis, which lies alongside the

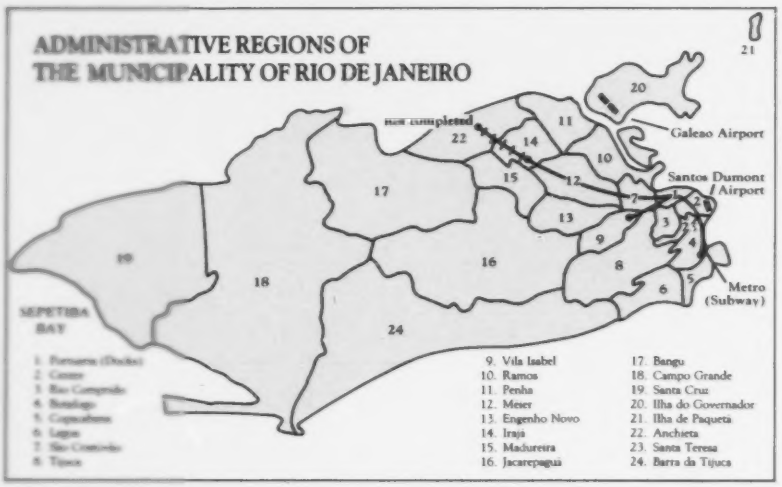
continued

INSIDE

Buyers of English-language materials can be found in all parts of the world. 10

THIS MONTH: RIO





Washington Luis Highway to Minas Gerais, at an altitude of about 2,700 feet, amidst peaks that rise to 7,000 feet.

In this profile the term "Greater Rio de Janeiro" will be used to refer to the metropolitan area of Rio de Janeiro which includes the 14 municipalities.

With a population in 1984 of 9.65 million, Rio de Janeiro is the fourth largest metropolitan area in Latin America, after Mexico City, Sao Paulo, and Buenos Aires. It ranks number 14 in the world.

The 452-square-mile central city contains 5.35 million people who live in 24 administrative regions.

The western area includes the administrative regions of Bangu, Barra da Tijuca, Campo Grande, Jacarepagua and Santa Cruz. While these five contain 70 percent of the land area, only 27.4 percent of the population lives there. There are plans to convert Jacarepagua and Barra da Tijuca into separate municipalities.

Another 4.3 million people live in the 13 surrounding municipalities, especially toward the northwest, north, and in the Niteroi-Sao Goncalo area. Three peripheral municipalities — Nova Iguacu, Sao Goncalo, and Duque de Caxias — have populations of more than a half million people. Nova Iguacu is the ninth largest municipality in Brazil, with important secondary urban areas like Belford Rocho, Mesquita, and Queimados.

The Statistical Yearbook of Rio de Janeiro projects the metropolitan population this year as 10.18 million, and 11.49 million by 1990. According to United Nations projections released in August 1984, Rio de Janeiro will pass Buenos Aires in the next 15 years, becoming the world's ninth largest metropolitan area by 2000, with a population of 13.3 million.

DIVERSITY IN MUNICIPALITIES

To an even greater extent than Sao Paulo, the metropolitan area of Rio de Janeiro is marked by contrasts reinforced by its geography. The area even has several distinct micro-climates because of the mountains.

Less than 40 miles from the sunny beaches of Rio's Southern Zone — breeding ground of the bossa nova and setting for Brazilian television movies — are both the squalid plains of the Baixada Fluminense and the clean mountain air of Petropolis. Petropolis and the areas near it are favored for summer vacations and retirement homes.

While the municipality of Sao Joao do Meriti has a population density of 30,368 people per square mile — one of the highest in Brazil — Mangaratiba has only 124 residents per square mile. Five municipalities — Nilopolis, Niteroi, Rio de Janeiro, Sao Goncalo, and Sao Joao do Meriti — are considered 100 percent urban, while Itaborai is still 79 percent rural.

The sharpest contrasts are social and economic. In 1980, for example, per capita municipal budgets ranged from about $100 in Rio proper to as little as $12.50 in Sao Joao do Meriti. With the exception of Niteroi, Rio is

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surrounded by a solid ring of bedroom communities or dormitory towns.

Niteroi's industries include shipbuilding, but also food processing, textiles, cement, paper, glass, metal, and match industries. Although its shipbuilding is in a slump, Niteroi is still on a par with Rio de Janeiro for most social indicators.

The two coastal municipalities on either side of the metropolitan area — Mangaratiba and Marica have experienced little economic development. Together they contribute less than half a percent to the value added in industrial transformation in the metro area. Marica is famous for its beautiful lagunas, recently declared by the state to be an environmental resort in order to protect them from pollution and real estate development.

Except for Niteroi and Petropolis, living conditions in most of the peripheral municipal regions are similar to those in the city's administrative districts. The Baixada Fluminense is one of the most depressed urban areas in Brazil. Some of its munici-

MUNICIPALITIES OF GREATER RIO DE JANEIRO AND ADMINISTRATIVE REGIONS OF THE MUNICIPALITY, WITH THEIR POPULATIONS, POPULATION DENSITIES, ANNUAL GROWTH RATES, PERCENT OF HOMES CONNECTED TO GENERAL SEWERAGE, AND MEDIAN INCOMES: 1980

Municipality	*Population in 1980*	*Population Density in 1980*	*Annual Rate of Population Growth 70-80*	*Percentage Homes with Gen. Sewer*	*Median Income of All Income Earners*
Duque de Caxias	575,814	3,373/sqm.	2.9%	—%	1.50 m.w.
Itaborai	114,540	564	5.7	9.3	1.16
Itaguai	90,133	446	4.9	14.0	1.40
Mage	166,602	601	4.0	—	1.32
Mangaratiba	13,845	124	1.2	.4	1.30
Marica	32,618	249	3.3	3.8	1.22
Nilopolis	151,588	17,838	1.7	66.4	1.71
Niteroi	397,123	7,908	2.0	64.7	2.41
Nova Iguacu	1,094,805	3,710	4.2	30.3	1.49
Paracambi	30,319	398	1.8	51.5	1.22
Petropolis	242,009	580	2.5	57.7	1.46
Rio de Janeiro	5,090,700	11,255	1.8	77.6	2.29
Sao Goncalo	615,352	6,987	3.6	8.0	1.62
S. Joao do Meriti	398,826	30,368	2.8	—	1.60
Administrative Region					
1. Portuaria	46,113	17,152	−1.0	64.0	1.85
2. Center	55,108	27,175	−0.8	83.2	2.84
3. Rio Comprido	93,941	40,000	−0.3	62.9	2.07
4. Botafogo	267,760	56,727	0.4	90.6	3.88
5. Copacabana	228,252	72,684	−0.5	94.1	4.77
6. Lagoa	216,352	24,039	2.1	76.8	3.08
7. Sao Cristovao	93,828	24,914	0.4	67.0	1.83
8. Tijuca	205,580	12,517	0.7	84.6	3.85
9. Vila Isabel	177,953	35,575	1.2	88.2	3.33
10. Ramos	255,201	43,182	0.8	66.6	1.93
11. Penha	315,674	34,895	1.0	79.7	1.92
12. Meier	411,641	39,514	1.2	77.7	2.64
13. Engenho Novo	207,710	30,553	0.6	87.7	2.78
14. Iraja	273,566	37,732	1.3	84.5	2.18
15. Madureira	277,353	33,774	0.4	82.8	2.20
16. Jacarepagua	326,594	3,161	3.1	73.2	2.04
17. Bangu	530,238	12,841	3.6	78.1	1.76
18. Campo Grande	333,924	2,801	3.8	58.2	1.73
19. Santa Cruz	151,301	2,358	5.0	48.7	1.73
20. Ilha do Gov	171,140	10,886	4.9	80.7	2.72
21. Ilha de Paq	2,252	4,077	−3.6	81.6	1.89
22. Anchieta	337,572	21,264	3.8	74.7	1.90
23. Santa Teresa	61,586	31,448	−0.5	79.1	2.58
24. B. da Tijuca	50,061	—	—	26.9	2.26

Note: 1 m.w. = 1 minimum wage = roughly 50 dollars/month.

Sources: Fundacao IBGE, Censo Demografico de 1970 e 1980 FAPERJ, Anuario Estatistico do Estado do Rio de Janeiro, 1981.

palities have rubber or oil refining industries, but others are nearly devoid of any local economic activity.

Typically 80 percent of the streets in municipalities such as Duque de Caxias and Sao Joao do Meriti are unpaved. There are only 11 telephones per 1,000 residents of the Baixada Fluminense, excluding Niteroi.

According to UNESCO data, it is also one of the most violent areas of the world. In the early 1970s, it was notorious for the activities of the Death Squadrons — groups of policemen who, in their off hours, executed political adversaries and common criminals in the slums of Baixada. The Death Squadrons have nearly disappeared now, but the violence has not. In the first four months of 1983, the municipality of Sao Goncalo — population 600,000 — had 50 homicides, a significantly higher rate than that of New York City.

Although the city of Rio's living conditions are generally better than those of Baixada, there are striking differences between the upper- and middle-class districts (the Center, Botafogo, Copacabana, Tijuca, and Lagoa) and working-class areas in the north and west of the city.

While the upper- and middle-income districts are interspersed with slums, a 10-mile radius from the city is almost entirely taken up by low-income neighborhoods. Infrastructure and facilities are concentrated in the Center and the Southern Zone. Of the 239 restaurants listed in a popular Brazilian tourist guide, 203 are in the area around the Center, Copacabana, Lagoa, Botafogo, Tijuca, and Santa Teresa, where only 20 percent of the population lives. The same holds for 71 of 77 hotels, 39 of 45 cinemas, and 50 of 56 theaters.

The administrative regions and municipalities located within a six-mile radius of the Center hold slightly more than 30 percent of the metropolitan population, but over 50 percent of the total income. The only areas to break this pattern of social segregation are Barra da Tijuca and — to a lesser extent — Jacarepagua, which are emerging upper- and middle-class settlements further to the west along the coast.

Copacabana, with over 70,000 residents per square mile, is one of the world's most densely populated neighborhoods. Santa Teresa, perched on a steep hillside near the Center, with its cobblestone streets and traditional streetcars, used to be a refuge from the yellow fever for the Imperial aristocracy. Today, it houses many artists and intellectuals; in terms of social indicators, it is more or less intermediate. The same is true of some other mixed neighborhoods like Vila Isabel, Engenho Novo, and Ilha do Governador (Governor's Island).

Although Sao Cristovao was once a wealthy upper- and middle-class district, today it is a predominantly industrial and working-class area, with the exception of a few remaining upper-class neighborhoods like Alto da Boa Vista.

The northern districts, Ramos, Penha, Iraja, Madureira, and Bangu are home to 47 percent of the city's population. They have little to offer the occasional visitor except the samba schools.

Like Sao Cristovao, Ramos, Penha, and Madureira contain much industry, making them the most polluted districts within the metropolitan area. Meier and Madureira are secondary commercial centers, next in importance to Tijuca, Copacabana, and the City Center.

The worst living conditions are found in the distant administrative regions of Campo Grande and Santa Cruz, on the other side of the mountains and more than 25 miles from the City Center. Ironically, Santa Cruz is also the location of the "Casa da Moeda," the Brazilian equivalent of Fort Knox, where the government processes and stores its gold stock. There have been proposals to use this area to grow food for Rio de Janeiro, but now a new in-

TIPS ON TRENDS

SLOW GROWTH

Singapore's population continues to grow, but at only about 1 percent a year. Total population at the end of December 1983 was 2,516,600, up from 2,488,400 at the end of 1982.

Source: Singapore Demographic Bulletin

MOTHERHOOD IN EUROPE

While U.S. marketing researchers are just discovering the older first-time mother who buys only the very best for her child, the older mother has been the norm for some time in most northern European countries.

In Sweden, for example, the average age for a woman to have her first child increased from 24.4 years in 1974 to 26.2 years in 1982.

And the number of children is also decreasing, so that the mother has more to spend on each of her children. The more recently a woman was born, the less likely she is to have a third child within a certain space of time. While 20 percent of women born between 1936 and 1940 had had at least three children before the age of 30, only 14 percent of those born between 1946 and 1950 had three children by the same age.

Source: "Fertility Survey in Sweden, 1981," a 1984 publication from the World Fertility Survey.

EDUCATION'S FUTURE

As people see the opportunity to increase their standard of living through education, the first beneficiaries are usually teenagers. A good example is Thailand.

In 1971, only 11 percent of Thai girls between the ages of 15 and 19 were not in the labor force because they were in school. By 1981, that percentage had risen to 21 percent, a significant increase in numbers because the population in Thailand is fairly young. According to a recent publication of the UN Economic and Social Commission for Asia and the Pacific, "The statistics on education suggest that more and more families are investing in the education of their children. If over a quarter of teenagers aged 15 to 19 are now in school and the main reason is their need for education for competing on a salaried labor market, then it is probable that much more than a quarter of all families are planning to invest in the education of their children." •

(Population Research Leads, No.17, ESCAP)

dustrial complex with primarily large factories is being built as part of the Port of Sepetiba development project. Businesses are moving from the Center City to benefit from lower land prices and opportunities for expansion.

POPULATION GROWTH

The metropolitan area grew fastest in the 1950s — about 4.3 percent a year. Since then urban expansion has slowed. During the past decade, Rio grew at 2.45 percent a year, compared with the slightly higher growth rate of 2.49 for Brazil.

Like most metropolitan areas, Rio's suburbs are its growth area. Some of the City's central areas such as the Docks, the Center, Rio Comprido, Santa Teresa, as well as Copacabana, the oldest part of the Southern Zone, have actually lost population because slums have been removed. Botafogo, Sao Cristovao, Tijuca, Engenho Novo, and Madureira are practically stagnant. Further west, the Lagoa area, with the beaches of Ipanema and Leblon and its famous Botanical Garden, still maintains moderate growth. Despite the fact that land prices in this area are among the highest in the municipality, new middle-class apartment buildings are making their way up the hillsides, some of which used to be covered by slums.

While some industries — and jobs — are moving west to the Sepetiba Bay area, by far the most rapid residential expansion is taking place in two areas. The first is Ilha do Governador and Barra da Tijuca, as a result of middle-class flight from the crowded and expensive Zona Sul. Barra da Tijuca is a product of the last decade, and while its infrastructure still leaves a great deal to be desired, it is rapidly becoming a suburban community for the upper-middle class, favored by land prices much lower than the Lagoa area or Copacabana.

The second high growth area involves the administrative regions of Anchieta, Bangu, Campo Grande, and Santa Cruz and the peripheral municipalities of the metropolitan area. The growth in these areas involves mainly low-income groups, some of whom were expelled from slum areas close to the center.

The peripheral municipalities of Rio de Janeiro, which held only 24 percent of the metropolitan population in 1940, now account for about 45 percent. The population expansion of the Baixada is often described as a "swelling" process, because it is not accompanied by local economic activities. On the whole, the fastest-growing municipalities tend to be the least dynamic ones in economic terms. Low land prices due to insufficient infrastructure and government-housing programs are two things that attract poor families to these areas.

COMPONENTS OF GROWTH

Rio's vital statistics are not as well organized and reliable as Sao Paulo's. Nevertheless, some estimates can be made based on 1980 census results. The State of Rio de Janeiro now has the lowest total fertility rate in Brazil. The average number of children a woman in one of its urban areas will have borne by the end of her reproductive period (total fertility rate) is 2.8 children, compared to a national rate of 4.2 children.

The crude birth rate of the metro area in 1980 was slightly under 25 per 1,000 -- close to 20 per 1,000 in Rio de Janeiro and Niteroi, and approximately 30 per 1,000 in some of the peripheral municipalities like Itaborai, Itaguai, Nova Iguacu, and Duque de Caxias.

The life expectancy of the State of Rio de Janeiro was about 64 years in 1980, somewhat higher than the national average of 61.

Although fertility is the most important component of population change everywhere in the metropolitan area, some places also grow because of migration. Over the past decade, for example, Itaborai grew 5.7 percent, with 2.4 percent of it from in-migration. Other municipalities growing from migration were Itaguai, Nova Iguacu, Mage, and Sao Goncalo. On the whole, 15 percent of metropolitan residents interviewed in the 1980 census had been living where they were interviewed less than ten years. More than a quarter of residents in Itaborai and Itaguai had moved there in the past decade. The municipalities with the smallest percentages of recent migrants are Rio de Janeiro proper and Petropolis, with only about 10 percent each.

While it is common wisdom that most people in the Baixada Fluminense are from the Brazilian Northeast, in fact most migrants from the Northeast head directly for the city proper. About three-quarters of the recent migrants in the Baixada had their previous residence inside the State of Rio de Janeiro. Only in Du-

INSIDE INFORMATION

THE CARIOCAS VS THE PAULISTAS

Comparisons between Rio de Janeiro and Sao Paulo are a favorite pastime for both Cariocas and Paulistas, as their residents are called. The Carioca is supposedly easy going and informal, taking time to enjoy the small pleasures of life. The tricks of the "malandro carioca" — the good-humored crook — are part of Brazilian folklore.

By contrast, the Paulistas are considered cold, businesslike, and worried about getting ahead. Apparently they are successful in their pursuit because in terms of most social indicators, Sao Paulo is wealthier than Rio. Although the population of the metropolitan area of Rio de Janeiro is more than 70 percent of Sao Paulo's, its total Value Added Tax collected on economic activities in the area is only 35 percent. In the City, median income amounts to about $115 a month, compared with Sao Paulo's $124. Rio has 190 motor vehicles per 1,000 residents; Sao Paulo, 226. Rio has less than half the number of cinemas and only 60 percent of the bank agencies of Sao Paulo. Only its number of telephones per capita is slightly higher — 203 per 1,000 population compared to 191 per 1,000 in Sao Paulo. •

—Ralph Hakkert

que de Caxias are a large number from the Northeast.

The low fertility and declining migration to the metropolitan area are reflected in relatively small household sizes and an age structure that is rapidly becoming older. In 1980, the metropolitan area counted 2.2 million households and the municipality, 1.3 million. Their average sizes were 3.8 and 3.6 persons respectively, relatively small by Brazilian standards. Larger households of just over 4 persons each are typical of Itaborai, Itaguai, Mage, and Marica. In the city proper, larger household sizes of 4 persons are also common in the poor districts such as Santa Cruz, Campo Grande, Bangu, and Anchieta, whereas smaller households of 2.5 to 3 people predominate in the Center, Copacabana, Botafogo and Santa Teresa.

By Brazilian standards, Rio's population is old, with a median age of 26.6 years in the city and 24.6 years in the metropolitan area, compared to a national average of 20.8 years. Nearly 6 percent of the City's population has reached retirement age, a small share compared with the U.S. figure of 11 percent, but more than the Brazilian national average of 4.4 percent. The peripheral municipalities have only 3.6 percent of their population in retirement.

ETHNICITY, RACE, AND RELIGION

Although its migrants come from everywhere there is still a strong African element in Rio left over from the 18th and 19th centuries when it was a slave trade center. The 1980 census classified 10 percent of the metropolitan population as "black," more than the approximately 4 percent registered for Sao Paulo and the southern states. Only Bahia, Brazil's most African state, had a slightly higher percentage.

On the other hand, Rio has comparatively little racial mixture. Only 29 percent of the metro population was classified as of "mixed descent," next to a national figure of 39 percent and about 65 percent in the Northeast.

The percentages vary between municipalities and neighborhoods. While the black and mixed population accounts for less than 25 percent in the Center, the Zona Sul, and Petropolis, it forms the majority in Duque de Caxias, Itaborai, Mage, Mangaratiba, Nova Iguacu and Sao Joao do Meriti. On the whole, the City of Rio de Janeiro proper is "whiter" than the periphery, but areas such as Ramos, Penha, Bangu, Campo Grande, Santa Cruz, and Anchieta nevertheless have more than 40 percent black and mixed populations. The whitest neighborhood is Copacabana, where only 3.7 percent of the population was classified as black and 9.8 percent as of mixed descent.

The metropolitan population is 97 percent Brazilian-born. The largest foreign community — 144,400 — is that of the Portuguese, who have a special legal status, facilitating their immigration. Next come the Spaniards at 12,700, Italians at 12,200, and German, Argentinian, and Japanese citizens. There were about 2,500 U.S. citizens in Rio in 1980.

The African influence is also reflected in religion. While the metro area is 80 percent Roman Catholic, Rio is one of the country's principal centers for African religions. Slightly more than 232,000 people — mostly in poorer neighborhoods — are declared followers of African cults. There are about 429,000 Protestants in the State of Rio, one of the largest traditional Protestant communities in the country. There were 286,000 Pentecostals in 1980s, mostly in the peripheral municipalities. Rio has a small traditional Jewish population that lives almost exclusively in the districts of Botafogo, Copacabana, Lagoa, Tijuca, Vila Isabel, and Barra da Tijuca.

HOUSING

Unlike Sao Paulo's slums which are concentrated near the edges of the city, Rio's are visible even on hillsides overlooking the richest neighborhoods where they are bound to be noticed by the most casual visitor. For this reason, Rio's slums have been studied a great deal.

The largest proportions of favela or slum populations are found in Ramos, Sao Cristovao, the Docks,

TIPS ON TRADE

VIDEO IN THE U.K.

Twenty-two percent of households in the United Kingdom now have a VCR and 10 percent of all viewing is of programs recorded from regular television fare. Households with older housewives — those aged 55 to 64 — and younger ones — those under age 25 — are slightly more likely to play back programs. Household size does not seem to be a factor except that single-person households are slightly less likely to play back programs. The presence of children in the household appears to have no effect on the use of the VCR.

Source: AGB Research, London.

CHINESE CONSUMPTION

Beer consumption in China is up. While beer production has increased 20 percent, supply cannot keep up with demand. Motorcycles are also in short supply, especially in rural areas. The government is emphasizing modernization of factories to produce such things as household appliances, apparel, and plastic and chemical products for mass consumption. Agri-services are also in demand.

Source: Asia Cable, San Francisco.

EUROPEAN VINOPHILES

Consumption of high-quality wine is rising in northern Europe as wine becomes the fashionable drink to buy. Largest increases are shown in Denmark, Germany, and the United Kingdom. On the other hand, reports the Economist Intelligence Unit, consumption in southern Europe is falling, as fashion veers away from wine to beer and spirits or completely away from alcohol. The French and Italians, long topping the league of wine consumers, still drank a lot of wine in 1983 (85 and 83 liters respectively). But that is a fall for the French from 94 liters and the Italians from 87 liters in 1978. •

Source: Economist Intelligence Unit, London.

and Rio Comprido, but a substantial number also exist in the Lagoa area in the Zona Sul. Rio's largest and most traditional slum, in fact, is Rocinha, located between Leblon and Gavea, on the western end of the Lagoa district. Although seriously deficient in its infrastructure, this slum is privileged in some ways because it has been chosen by international organizations like UNICEF and "Terre des Hommes" as a testing ground for experimental social projects.

Whether constructed legally or illegally, most homes in the metro area are owner occupied. Only in the municipality of Nilopolis and the administrative regions of the Docks, the Center, Rio Comprido, Madureira, Ilha de Paqueta and Santa Teresa do fewer than 50 percent of people own their homes.

Real estate development of residential areas is concentrated in Engenho Novo, Botafogo, Vila Isabel, Tijuca, Lagoa, Barra de Tijuca, and Jacarepagua. Taken together they accounted for about 75 percent of all commercial housing units marketed in 1980.

Basic sanitation has improved in the last decade. In 1980, 98 percent of all households in the municipality had electricity, 88 percent had running water and 78 percent had sanitary installations. In some of the outlying districts, this represents a dramatic improvement over the situation in 1970. In Campo Grande, where the infrastructure is now being expanded because of the Sepetiba development project, the percentage of households with running water increased from 12.4 percent to 77.2 percent, and the percentage of those with sanitary installations from 2 percent to 58 percent.

Expansion of sewerage also occurred in Iraja (to 85 percent); Madureira (to 83 percent), Jacarepagua, Barra da Tijuca, and Bangu (to 78 percent); Santa Cruz (to 49 percent); Ilha do Governador (to 81 percent); and Anchieta (to 75 percent). Still the most deficient areas are Campo Grande, Santa Cruz, the Docks, Rio Comprido, Sao Cristovao, and Ramos. Their situation, however, is still one of relative privilege compared to the Baixada Fluminense, where three municipalities (Duque de Caxias, Mage, and Sao Joao do Meriti) have no general sewerage at all, and only 50 percent of homes in Niteroi, Nilopolis, Paracambi, and Petropolis are served.

Running water reaches over 70 percent of households in Niteroi, Nilopolis, and Petropolis, but less than 35 percent in Itaborai, Itaguai, Ma[illegible] and Marica. Electricity distribution is better with a low of 60 percent of households in Mangaratiba and 65 percent in Marica.

ECONOMIC ACTIVITY OF THE EMPLOYED, BY SEX: GREATER RIO DE JANEIRO, 1980

Type of Activity	*Males*	*Females*	*Total*
Agriculture, Forestry and Fishing	36,412	2,830	39,242
Manufacturing Industries	480,681	153,535	634,216
Building and Construction	295,953	8,540	304,493
Other Industrial Activities	54,054	7,155	61,209
Commerce	296,088	123,021	419,109
Transport and Communication	223,712	28,416	252,128
Services	431,171	474,089	905,260
Social Services	130,920	234,910	365,830
Public Administration and Defense	212,443	44,066	256,509
Other Activities	125,758	51,853	177,611
Total	2,287,192	1,128,415	3,415,607

Source: Fundacao IBGE, Censo Demografico de 1980.

EDUCATION

Rio de Janeiro is still the cultural center of Brazil, although losing some of its importance to Sao Paulo. The City has five universities: two federal, two private, and one maintained by the state. About 63,000 students are enrolled, with a scientific staff of 8,000. In addition, there is a large federal university in Niteroi with an enrollment of nearly 20,000, a small federal rural university in Itagua with 3,000 students, and a Catholic university in Petropolis, also with about 3,000 students. The City has a famous Naval Academy, a Superior War College, and an elite high school, the Colegio Dom Pedro II.

In 1980, more than 300,000 residents of the metro area had university degrees, nearly 5 percent of the metro population aged 10 and over. These degree holders represented 18 percent of the university-educated population of Brazil.

Nearly 16 percent of the metro population had completed high school, 31 percent eight years of primary education, and 66 percent at least the first four grades of primary school. The literacy rate of the metro area is 84 percent, higher than the national figure of 74 percent, but lower than some areas in the south of Brazil.

The most literate municipalities are Rio de Janeiro and Niteroi (88 percent), and Nilopolis (86 percent). Within the City, literacy rates reach 95 percent in Copacabana, 94 percent in the Center and Botafogo, and 93 percent in Vila Isabel. In the Lagoa area, generally upper-middle class, but interspersed with slums, it is only 89 percent. The lowest literacy rates are found in Itaborai, 65 percent, and Marica and Mangaratiba, 69 percent.

The City is the most literate in general, with even the lowest literacy reaching 78 percent in Santa Cruz.

The present state government in Rio, led by Governor Leonel Brizola, is trying to upgrade the public schools to the standard set by private schools. In statistical terms, however, the differences are not as large as in some other cities. In 1980, the metro area had a total enrollment of 1.6 million children in 5,800 primary schools (eight years in Brazil). Forty-six percent were in municipal schools, 34 percent in private schools, 20 percent in state schools. Student-teacher ratios in all schools were routinely 24 to 1. In secondary schools, the ratio was slightly over 14 to 1 in state and private schools, but more than 19 to 1 in municipal ones. The fact that 66 percent of high school students were enrolled in private schools in 1980 is an indication of the failure of the state and

municipal school systems to provide good services.

TRANSPORTATION

Rio's transportation problems are compounded by its geography. While the Zona Sul now has good access to the Center through several tunnels, the same is not true of outlying areas. A trip by public transport from Santa Cruz to Copacabana takes about 2 hours and 20 minutes.

The area formed by the Center, Tijuca, Sao Cristovao, Botafogo, Copacabana, and Lagoa holds about 30 percent of the economically active population in the municipality, but nearly 60 percent of its jobs, requiring a massive daily movement, most of which takes place by public transport. The concentration becomes even more evident if the neighboring municipalities such as Nilopolis, Sao Joao do Meriti, and Mage are taken into account. While the majority of the workers of Niteroi and Sao Goncalo and a substantial number of those in Duque de Caxias work in their own towns, Nilopolis, Sao Joao do Meriti, Nova Iguacu, and Mage are largely commuter towns.

LABOR FORCE AND INCOME

Although Rio de Janeiro's industrial complex is the second largest of Brazil after Sao Paulo, the most important employment category is services, which account for nearly 27 percent of all jobs in the metro area. Many banks and other businesses have their headquarters in Rio even though their operations may be concentrated in areas as far away as the Amazon region.

POSSESSION OF CONSUMER DURABLES FOR HOUSEHOLDS IN PERMANENT DWELLINGS IN THE METROPOLITAN AREA OF RIO DE JANEIRO AND IN THE ADMINISTRATIVE REGIONS OF THE MUNICIPALITY: 1980

		Percentage of Households in the Possession of:						
Municipality	*Households*	*Electricity*	*Radio*	*Refrigerator*	*TV B&W Only*	*TV Color*	*Private Car*	*Telephone*
D. de Caxias	133,252	93%	81%	74%	64%	14%	13%	5%
Itaborai	24,190	70	79	51	51	6	11	1
Itaguai	19,928	86	81	63	56	9	14	2
Mage	37,111	76	77	56	56	8	10	1
Mangaratiba	3,269	60	81	52	45	13	14	3
Marica	7,194	65	86	52	50	10	17	0
Nilopolis	36,199	98	86	88	64	26	17	10
Niteroi	97,908	97	91	89	39	51	37	32
Nova Iguacu	246,722	94	81	75	66	5	12	5
Paracambi	6,368	92	83	71	60	11	13	3
Petropolis	56,827	94	88	74	59	24	28	18
R. de Janeiro	1,301,073	98	91	90	46	45	33	33
Sao Goncalo	141,802	96	84	83	65	20	17	5
S. J. do Meriti	93,780	97	83	82	69	16	12	7
Administrative Region								
1. Portuaria	12,177	98	88	83	55	30	14	13
2. Center	20,019	98	92	90	44	46	18	34
3. Rio Comprido	24,582	97	91	87	48	40	25	31
4. Botafogo	80,231	98	95	96	27	67	48	67
5. Copacabana	75,888	98	95	97	20	75	48	77
6. Lagoa	59,104	98	92	90	26	64	54	66
7. S. Cristovao	23,746	97	88	85	53	34	22	22
8. Tijuca	55,389	98	96	95	24	34	54	66
9. Vila Isabel	48,204	98	96	96	29	67	50	59
10. Ramos	64,015	98	88	86	52	37	24	22
11. Penha	77,932	98	90	91	54	38	24	18
12. Meier	105,686	98	91	90	48	44	30	25
13. Eng. Novo	53,949	98	95	95	36	59	42	44
14. Iraja	68,881	98	92	92	49	45	29	23
15. Madureira	71,940	99	92	93	50	44	28	23
16. Jacarepagua	76,179	97	90	90	50	41	35	27
17. Bangu	123,222	98	87	88	63	26	20	12
18. Campo Grande	74,329	96	83	84	65	18	20	11
19. Santa Cruz	33,251	95	79	76	63	14	15	8
20. Ilha do Gov	42,791	98	91	91	37	54	44	35
21. Ilha de Paq	583	99	94	93	47	47	3	39
22. Anchieta	79,685	97	90	89	59	32	21	13
23. Santa Teresa	17,911	98	91	90	46	42	29	36
24. B. da Tijuca	11,379	93	91	84	25	59	61	58

Source: Fundacao IBGE, Censo Demografico de 1980.

Tourism is also important. Rio is the usual port of entry to Brazil. In 1980, a total of 387,000 tourists disembarked in Rio, especially Argentinians (35 percent), U.S. citizens (16 percent), Germans (6 percent), and Italians (4 percent). Violent crime detracts from the city's public image. In 1983, Rio registered 3,133 homicides and 16,500 armed assaults, with 161 resulting in deaths. These numbers are low compared with Sao Paulo, but Rio's image is particularly vulnerable because of the tourist industry.

Among women, services account for about 42 percent of employment. A considerable part of this sector is taken up with domestic service. Taking only the resident domestic servants into account, there are 243 per 1,000 households in the Lagoa area, 226 per 1,000 in Barra da Tijuca, and 206 per 1,000 households in Copacabana. In Mage, there are only .4 per 1,000 households, 2 per 1,000 in Sao Joao do Meriti, and 3 in Duque de Caxias and Nova Iguacu.

With nearly 19 percent of the employed, manufacturing is the second largest sector.

A remarkable aspect of Rio's employment structure is the relatively large number, especially men, of those working in public administration and defense. To some extent, this is a holdover from the time when Rio de Janeiro was the capital of Brazil. Many government institutions are still headquartered there. Rio is also a major military base for the nation's army, navy, and air force.

Complete income data by municipality are available for 1980, but they may be high because many workers have suffered wage cuts in the past three years. In 1980 median wage per month varied from about $58 in Itaborai and $61 in Paracambi to $120.50 in Niteroi and $114.50 in the City of Rio. Within the City, the highest median incomes — about $238.50 — were earned in the administrative region of Copacabana, and the lowest — about $86.50 — in Santa Cruz and Campo Grande.

CONSUMPTION

While Brazilians consider Rio an expensive place to live, it is cheaper than many of the world's other major cities.

A 1974 survey of family expenditures in Rio found that a typical family in the metro area divided its consumption as follows: 28.5 percent on food, 23.6 percent on rent and utilities, 7.6 percent each on transport and clothing, 6.7 percent on household products, 4.3 percent on health care, and 21.7 percent on other things.

The numbers vary depending on social strata. In the State of Rio de Janeiro, food expenditures formed 43.5 percent of the consumption of blue-collar workers, but only 17.6 percent among the families of employers and professionals.

"RADIOS, REFRIGERATORS, AND TELEVISION SETS ARE NOW COMMON IN THE HOMES OF EVEN POOR FAMILIES."

Despite the relatively high proportion of working-class family budgets spent on food, the possession of consumer durables has increased in the past decade. Radios, refrigerators, and television sets are now common in the homes of even poor families. At least 50 percent of the households in all municipalities in the Rio metro area had these items in 1980. Only the private car and the telephone continue to be privileges of the upper- and middle-classes. In 1974, it was calculated that the median family budget of families that owned a television or refrigerator was about $3,800 per year. For those with a private car, it was almost $8,000. It is only in the administrative regions of Botafogo, Copacabana, Lagoa, Tijuca, Vila Isabel, and Barra da Tijuca that more than 50 percent of the homes possess a telephone.

SOURCES OF INFORMATION

The statistical sources for the metro area are almost exclusively in Portuguese. The data in this profile were obtained primarily from the 1980 Demographic Census (four volumes), published by the Brazilian Census Bureau, Fundacao IBGE, Avenida Franklin Roosevelt 166, Rio de Janeiro, and from the Statistical Yearbook of the State of Rio de Janeiro, published by the FAPERJ, Avenida Erasmo Braga 118, 6th Floor, Rio de Janeiro. The Brazilian census is available at the U.S. Bureau of the Census. Those interested may contact the specialist, Linda Peterson, at (301) 763-4086.

For certain economic data, the 1980 Economic Censuses may prove useful. The four volumes are Agriculture, Industry, Commerce, and Services.

Further Portuguese language publications of some interest are the "Guia do Investidor" (Investor's Guide) and the monthly "Boletim de Conjuntur," both published by the state government. These are economically oriented, but sometimes contain demographic and other data as well.

Two publications in English that give background information are *The Myth of Marginality*, by Janice E. Perlman, published by the University of California Press (mainly on slums and housing policy) and the chapter, "Toward a Development Strategy for Grande Rio de Janeiro," by David M. Vetter and Ana M. Brasileiro, in volume 6 of the *Latin American Urban Research Series* (1978) published by Sage, mostly on urban planning. Further reference materials on Brazil available within the United States are found in the May 1982 issue of *International Demographics*, Volume 1, Number 2 available for $14 from American Demographics, Inc., P.O. Box 68, Ithaca, NY 14851.

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—Ralph Hakkert

The author thanks Antonio Gomes and Carlos Tisseki Gondo for their assistance in preparing several of the tables and assorted data that appear in this article.

COMING UP

Although vulnerable, Colombia's reputation as a politically and financially stable democracy in Latin America gives it potential as an attractive consumer market.

European women can be divided into six distinct categories of consumers based on their household type.

PUBLICATIONS

Fertility and Family, 1984, New York: United Nations, 476 pp. (Sales No. E.84.XIII.7) Order from United Nations, Sales Section, New York, NY 10017.

In January 1983, an interdisciplinary group of experts on fertility and the family met in New Delhi, India. One of four expert groups commissioned by the UN's Economic and Social Council to examine critical, high-priority population issues in preparation for the 1984 International Conference on Population, the fertility and family group produced the report and background papers contained in this volume. Charged with studying the demographic issues as they relate to economic, social, and political factors, the meeting of experts also confirmed the validity of the objectives of the 1974 World Population Plan of action and recommended actions designed to achieve those objectives.

Part One of the volume comprises the report of the group, covering five topics: fertility response to modernization; family structure and fertility; choice with respect to childbearing; reproductive and economic activity of women; and goals, policies, and technical cooperation. The report concludes with a list of nearly 50 recommendations for action in specific areas: population policy, family planning, the condition of women, adolescent fertility, management and training, international cooperation, and research.

Part Two contains the background papers for the meeting, which review recent research on fertility and the family and the policy concerns that have arisen since 1974. After a general overview, the background papers are grouped into three subject areas: fertility determinants; marriage, family roles, and fertility; and policy implications.

This volume made a valuable contribution to the 1984 International Conference on Population, and promises to continue as a useful tool for future research on fertility and the family in the 1980s.

Policies and Politics in Western Europe: The Impact of the Recession, edited by F. F. Ridley, 1984, Dover, New Hampshire: Croom Helm Ltd., 221 pp., $25.00. Order from Croom Helm Ltd., 51 Washington St., Dover, NH 03820.

How has the international recession affected the policy-making of Western European governments? Although all face similar problems — inflation, unemployment, industrial restructuring, energy shortages, and economic stagnation — governmental response to these pressures has varied from nation to nation. This book examines the current policies and politics of five Western European countries — Britain, France, Germany, Italy, and Sweden.

Editor Ridley introduces the volume with an essay on policy studies, which provide "a window on how the political system works." Knowledge of a nation's policy-making process leads to an understanding of the issues that confront that society and the possible solutions to them, explains Ridley.

The body of the book consists of detailed analyses of the policy-making of each country in turn. A concluding chapter provides a comparative overview of recent European political experience, an experience that reflects the economic difficulty of the times. In each country the need to control the government's budget deficit is the central aim of fiscal policy. To deal with this problem, each government advocates the curbing of public expenditure rather than the increase of revenue. As contributor Peter Walters sums it up, "Whatever the political complexion of the government in office, fiscal conservatism is everywhere justified as a fundamental precondition of lasting economic recovery."

Although ostensibly written for students of European government and political science, this book is valuable reading for anyone doing business in Western Europe. •

FEATURE

INDEX OF POTENTIAL ENGLISH READERSHIP

Readers frequently ask *International Demographics* how many people in foreign countries speak English. But when we ask them why they want to know, we learn that what they really need is an estimate of how many people in a country will buy English-language materials. The two questions are quite different.

In an attempt to answer the latter question, *International Demographics'* research editor, Sam Fridman, constructed an Index of Potential English Readership — P.E.R. for short.

The index takes many demographic and socioeconomic factors into account, including such things as newspaper circulation, the number of books in the English language published within a country, the circulation of weekly and monthly periodicals per population aged 15 and over, the number of Americans in the country according to the 1970 census, and whether the English language is the only language in the country, one of two or more official languages, a language used in business and government circles or a commonly-spoken language.

Such additional items as the immigration from English-speaking countries and whether a country is or was a member of the British Commonwealth were also factored in.

The resulting numbers are estimates of the number of people per thousand population who may purchase English-language materials. While the estimates for most countries are plausible, Fridman said he reserves judgment on the estimates for Eastern bloc countries because of a dearth of information on which to base them.

On reviewing the estimates some readers may believe they are low for some countries. They may question, for example, why the index for the United Kingdom is only 329.1 people

per thousand, or about 18.3 million people. The index takes into consideration only people aged 15 and over. It includes only people who are economically able to purchase materials in the English language. It also takes into account the fact that a household normally subscribes to only one copy of a newspaper or a weekly or monthly periodical, and buys only one copy of a book. Thus, even if every household in a country of 50 million people bought English-language materials, if average household size was 2.3 people, the Potential English Readership would be no more than 21.7 million. And the 21.7-million estimate does not take into consideration illiteracy, other languages spoken or read, children, and the elderly.

The list below provides *International Demographics'* estimates of the number of people per thousand who may actually purchase English-language materials, country-by-country, for about 150 countries. •

POTENTIAL ENGLISH READERSHIP (PER)

Country	*PER/thousand Pop.*
AFRICA	
Burundi	1.8
Comoros	1.5
Ethiopia	1.5
Kenya	6.4
Madagascar	1.5
Malawi	4.0
Mauritius	11.6
Mozambique	1.6
Reunion	6.6
Rwanda	2.0
Somalia	1.4
Uganda	1.5
Tanzania	2.6
Zambia	7.6
Zimbabwe	25.2
Angola	1.4
Central African Rep.	1.7
Chad	4.6
Congo	1.7
Equatorial Guinea	4.6
Gabon	6.1
Cameroon	1.7
Zaire	1.6
Algeria	1.6
Egypt	2.2
Libya	2.6
Morocco	1.9
Sudan	1.5
Tunisia	2.1
Botswana	22.1
Lesotho	5.0
Namibia	1.3
South Africa	52.1
Swaziland	15.0
Benin	1.7
Cape Verde	2.2
Gambia	3.5
Ghana	2.3
Guinea	1.3
Guinea-Bissau	1.6
Ivory Coast	2.4
Liberia	8.1
Mali	1.5
Mauritania	1.5
Niger	1.6
Nigeria	2.0
Senegal	2.0
Sierra Leone	2.8
Togo	1.8
Upper Volta	1.5

Country	*PER/thousand Pop.*
LATIN AMERICA	
Barbados	218.7
Cuba	1.3
Dominican Republic	13.1
Guadeloupe	8.1
Haiti	2.3
Jamaica	171.2
Martinique	8.7
Puerto Rico	91.7
Trinidad & Tobago	166.9
Costa Rica	33.3
El Salvador	8.6
Guatemala	8.3
Honduras	16.9
Mexico	21.4
Nicaragua	2.7
Panama	48.4
Argentina	14.0
Chile	12.7
Uruguay	10.9
Bolivia	2.7
Brazil	4.1
Colombia	7.0
Ecuador	5.2
Guyana	109.3
Paraguay	4.5
Peru	6.0
Surinam	37.9
Venezuela	20.2
NORTH AMERICA	
Canada	229.8
U.S.A.	322.8
ASIA AUSTRALIA PACIFIC	
People's Rep. of China	1.3
Japan	6.5
Hong Kong	46.0
Demo. Korea (North)	1.2
Rep. of Korea (South)	4.4
Mongolia	1.0
Burma	1.4
Kampuchea	1.8
East Timor	1.0
Indonesia	2.1
Lao People's Demo. Rep.	1.3
Malaysia	12.4
Philippines	11.3
Singapore	132.4
Thailand	4.1
Viet Nam	2.8
Afghanistan	2.8
Bangladesh	4.3
Bhutan	1.6

Country	*PER/thousand Pop.*
India	4.9
Iran	2.2
Nepal	1.8
Pakistan	4.6
Sri Lanka	4.6
Bahrain	42.7
Democratic Yemen	1.7
Iraq	1.9
Jordan	3.4
Kuwait	38.7
Lebanon	1.4
Oman	23.9
Qatar	44.2
Saudi Arabia	16.8
Syrian Arab Republic	2.5
United Arab Emirates	47.8
Yemen	1.6
Cyprus	58.8
Israel	119.7
Turkey	5.6
Australia	323.2
New Zealand	329.3
Papua-New Guinea	25.7
Fiji	15.3
U.S.S.R.	1.6
EUROPE	
Bulgaria	1.5
Czechoslovakia	4.5
German Democratic Rep.	4.4
Hungary	4.9
Poland	3.4
Romania	3.6
Denmark	122.8
Finland	87.5
Iceland	118.6
Ireland	304.7
Norway	96.7
Sweden	125.8
United Kingdom	329.1
Albania	1.3
Greece	27.0
Italy	34.8
Malta	147.1
Portugal	20.7
Spain	25.6
Yugoslavia	10.1
Austria	59.3
Belgium	61.2
France	40.3
German Federal Rep.	70.1
Luxembourg	132.7
Netherlands	85.7
Switzerland	120.3

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